

Sample News Release: Taking the Challenge



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[DATE]

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[Organization/Company/Government Name] TAKES ENERGY STAR® CHALLENGE TO SAVE MONEY AND PROTECT THE ENVIRONMENT

[City, State] — In a positive step toward reducing energy use, [Organization/Company/Government Name] has taken the U.S. Environmental Protection Agency's (EPA) ENERGY STAR Challenge.

The ENERGY STAR Challenge, launched by EPA in March 2005, calls for an energy efficiency improvement of 10 percent or more for the more than 5 million commercial and industrial buildings in the United States. Energy is often generated by burning fossil fuels, which emits greenhouse gases that contribute to climate change. Forty-five percent of U.S. greenhouse gas emissions are caused by buildings and industrial facilities. Making more efficient use of energy is the best starting point for reducing our carbon footprint and saving money.

"Many of us are taking steps to improve energy efficiency at home but may not realize that there are opportunities to save where we work, shop, play, and learn, as well," said [Organizational Representative Name, Title]. "By making energy-efficient choices, we can reduce our energy use and save money while protecting the environment."

The potential savings are staggering. EPA estimates that if the energy efficiency of commercial and industrial buildings in the U.S. improved 10 percent, Americans would reduce greenhouse gas emissions equal to those from about 30 million vehicles while saving about \$20 billion.*

Today, leading companies realize that energy efficiency is not only the first step to being green, but is also about smart business. Energy efficiency can have a high return on investment and is necessary in order to remain competitive. Businesses, organizations, and governments that are leaders in energy efficiency use about 30 percent less energy than their competitors.

"The Challenge is a win-win for us and for other [Businesses/Organizations/Governments] looking to save energy and improve their bottom line," continued [Organizational Representative Last Name]. "ENERGY STAR provides the tools and resources to help identify areas for improving energy efficiency and develop a strategic energy management plan."

ENERGY STAR, a Federal government backed program, is a voluntary program that sets standards for superior energy efficiency in buildings, products, and services. To date, more than 30,000 commercial and industrial buildings have used ENERGY STAR tools to identify opportunities for energy efficiency improvements, and more than 3,200 of these buildings have earned the ENERGY STAR.

* Sources: Energy Information Administration. "2003 CBECS Detailed Tables. Table C4A. Expenditures for Sum of Major Fuels for All Buildings, 2003." December 2006. 1 June 2007 <http://www.eia.doe.gov/emeu/cbecs/cbecs2003/detailed_tables_2003/2003set14/2003html/c4a.html>. Energy Information Administration. "2002 Energy Consumption by Manufacturers--Data Tables. Table 7.9 Expenditures for Purchased Energy Sources, 2002." 2002. 1 June 2007 <http://www.eia.doe.gov/emeu/mecs/mecs2002/data02/excel/table7.9_02.xls>. Inventory of U.S. Greenhouse Gas and Sinks: 1990-2005. "USEPA #430-R-07-002, Table 2-16: U.S. Greenhouse Gas Emissions by Economic Sector and Gas with Electricity-Related Emissions." April 2007. 14 June 2007 <<http://www.epa.gov/climatechange/emissions/usinventoryreport.html>>. From Table 2-16 US Greenhouse Gas Emissions by Economic Sector (CPPD Approved Source) Commercial Total CO₂ = 1024.98 mmt Industrial - Electricity Related Only CO₂ = 679.7 mmt Total CO₂ = 1704.68 mmt Using US Climate Technology Cooperation Gateway Greenhouse Gas Equivalencies Calculator (CPPD Approved Source/Calculator) 1704.68 Million Metric Tons CO₂ = 304,951,699 vehicles; 10% reduction for Challenge = approximately 30 million vehicles (Source: EPA).

ENERGY STAR® is a government-backed program helping businesses and individuals protect the environment through superior energy efficiency.



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